

## What is the Executive Briefing Deck?

The Executive Briefing Deck provides the Judges with a summary of your innovation, including basic components of your technology and business model. The Judges will be provided with a printed copy of the Briefing Deck before attending your Power Pitch. Your Briefing Deck should communicate the essential gist of your product and should include marketing, finances, the business potential, and the impact of your work.

One important thing to keep in mind is that your Executive Briefing Deck slides **can be different** from your Power Pitch presentation slides, if you choose to make them. The Briefing Deck is meant to be read *without* a speaker present to elaborate on the slides. That means you can use more text in your Executive Briefing Deck, unlike in your Power Pitch presentation where you'll want to minimize text.

### Formatting Guidelines

- As per the [Conrad Finalist Guide](#), all finalist teams must create a 6-page slide deck to fit a standard PowerPoint size.
- The first slide of the slide deck will be the cover slide and the following 5 slides will contain the content about the innovation.
- The Executive Briefing Deck must be submitted in PDF format. The slide deck will be exported and printed for the judges in this format.
- Remember that the Judges will view a printed copy of your Briefing Deck. Don't use moving GIFs, animations, or videos as they will not be viewable when the slides are printed.

## ALC Tips & Tricks!

- Strive for a balance ⚖️ between content and visual appeal—ensure that you are communicating all of the relevant information on your product without crowding the slides with words
- Maintain consistent branding, design, and theme between your the slide deck presentation Executive Briefing deck and your Power Pitch presentation
- If you are using Google Slides or PowerPoint to prepare your Executive Briefing Deck, use the print to PDF functionality to lay out your slides on the page. We recommend you have one or two slides per page--more than that may make your deck difficult to read
- Treat your Briefing Deck like a preview 👁️. Your deck should provide enough context on your innovation so that the Judges aren't walking in cold to your presentation, but don't overload them with facts and data; you can save that for your live pitch.
- Keep in mind that the Judges will use your Briefing Deck to craft questions for the Q&A 🤔.
- You only have 5 content slides, which is shorter than a normal pitch deck. Be strategic about which elements of your venture you choose to highlight. Make sure to strike a good balance between both your innovation and your commercial topics. Keep the Power Pitch scoring guide in mind!
- Keep it simple and cover one topic per slide. [MasterClass](#) has some good examples of topics you can consider including. For example, you could choose to cover your team, customer problem, innovation, traction, and go-to-market strategy.
- Looking for ✨ inspiration ✨? Startup pitch decks are available online. Check out [this Medium blog](#) and [TechCrunch's Pitch Deck Teardown](#) for examples.

## Example Executive Briefing Deck

[outline of an [example](#)]